



Wisconsin's

## Comprehensive Cancer Control Plan

Prevention • Screening & Detection • Treatment • Quality of Life • Palliative Care

# CCC Plan Update

Issue 4

November/December 2004

### How can you get involved:

Mark April 21st, 2005 on your calendar—  
**Transition to Implementation Summit.**

(See information on back)

With your **generous support** we are looking to offset the conference costs through **corporate sponsorship and donation**. If your organization is interested in supporting the WI CCC Plan Transition to Implementation Summit, please contact Program Director, Amy Ellestad at [ellesaj@dhfs.state.wi.us](mailto:ellesaj@dhfs.state.wi.us)



### Upcoming Dates

Steering Committee Conference Call	Dec 2; 2:30-4:30pm
3rd Draft Review	Dec 2004
Final Draft of WI CCC Plan Completed	Jan 2005
WI CCC Plan finalized and printed	Feb 2005
Steering Committee Meeting (Location TBD)	Jan 13; 12:00-4:00pm
Transition to Implementation Summit	April 21st, 2005

## Leadership Institute Convened



Thirteen cancer control representatives from Wisconsin met with national partners during a three day summit (Oct 27-29) in Chicago, IL. The **Comprehensive Cancer Control Leadership Institute (CCCLI)** is intended for individuals who are engaged in the efforts of state cancer control coalitions where states are currently developing, preparing to implement, or implementing comprehensive cancer control state plans.

Attendees were presented information on eight leadership modules including,

- Developing **Resources**
- **Implementing** State CCC Plans
- Building Effective **Relationships**
- **Connecting** Cancer Control with other chronic diseases
- **Cancer Control PLANET\***
- Addressing Cancer **Disparities**
- **Evaluating** CCC Plans
- **Advocating** for Cancer Control.



States who attended the CCC Leadership Institute in October 2004 included: CT, IL, IN, IA, ME, MA, MI, MN, NH, NJ, NY, OH, RI, SD, VT and WI.

The **WI Team identified the following priorities for moving the CCC Plan forward** in Wisconsin:

1. Create and Clarify Implementation Infrastructure
2. Membership Recruitment and Retention
3. Communication Plan
4. Evaluation and Data Collection
5. Policy and Legislative Action

The WI Team will **reconvene in early December** to continue the planning they started on these priorities at the Leadership Institute. Their recommendations will then be shared with the CCC Steering Committee for approval and action.

\* To learn more about the CCC planning process, visit the Cancer Control PLANET website at:  
<http://cancercontrolplanet.cancer.gov/>

## Review of 2nd Draft Complete

DRAFT

Approximately **220 participants reviewed the 2nd draft of the WI CCC Plan** throughout the months of October and November. Reviewers were mailed the 100 page report and asked to reply with their suggestions for the top ten recommended changes needed.

WI CCC Plan staff members are continuing to compile the review results. After analyzing

the comments, the recommended changes will be integrated into the 3rd draft of the plan

The **third draft will be sent in mid December** to Steering Committee members, CDC, and leadership at DPH, who will give the final approval before printing occurs in Jan/Feb. Look to upcoming newsletters for information on how to receive a free copy of the final WI CCC Plan.

### WCCC PLAN TIMELINE

Month	Activity
November	Integrate recommendations from 2nd draft into 3rd draft
December	Steering Committee, CDC, and Leadership at DPH give final approval
Jan/Feb	Finalize and print WI CCC Plan
February	WI CCC Plan staff will apply for CDC implementation grant
March	WI CCC Plan staff will organize Transition to Implementation Summit
April	Transition to Implementation Summit - April 21, 2005

## Steering Committee Co-Chairs Speak at Cancer Symposium

**Congratulations** to WI CCC Plan Steering Committee Co-Chairs, **Doug Reding** and **Meg Gaines**, for their presentations at the 3rd Annual *Advances in Multidisciplinary Cancer Care Symposium*, held October 22 at the Monona Terrace in Madison, WI.

In the afternoon workshop, *What Do You Know About Cancer Screening?* Dr. Reding discussed screening philosophy with a report on the results of national Prostate, Lung, Colorectal, and Ovarian (PLCO) trial. Dr. Reding is an Assistant Clinical Professor of Hematology/Oncology at Marshfield Clinic.

At the closing session of the conference, Meg Gaines, JD/LLM and Dr. Julian Schnick jointly spoke about ovarian cancer in a presentation titled, *Preserving the Tension Between Hope and Reality*. Meg Gaines is the Director of the Center for Patient Partnerships and Dr. Schnick is a professor and Vice Chair in the Department of Ob/Gyn—Gynecologic Oncology.

**Wisconsin Cancer Council**, a coalition of over 30 statewide or regional organizations, recently took position to support the upcoming legislative initiative to require coverage of **routine care costs within the context of cancer clinical trials** in Wisconsin. The WCC is one of the first organizations to go on record in support. A statewide grassroots effort will be coordinated by **Lisa Maroney**, Asst. Director for State Relations for Health Sciences, Office of the Chancellor, UW-Madison. For more information, contact Lisa at 608-265-1653 or Nancy Freeman, Wisconsin Cancer Council, 608-265-4618.



## GEAR UP for Implementation

Each upcoming newsletter will feature an event related to one of the WI CCC Plan Priorities.

**WI CCC Plan Priority:** Healthy Lifestyles - Increase Consumption of Fruits and Vegetables . . .

Eat plenty of different fruits and vegetables! Diets rich in fruits and vegetables may **reduce the risk of cancer** and other chronic diseases. Fruits and vegetables provide essential vitamins and minerals, fiber, and other substances that are important for good health.



**5 A Day for Better Health** is a national program and partnership that seeks to increase the number of daily servings of fruits and vegetables Americans eat to five or more. The 5 A Day program provides easy ways to add more fruits and vegetables into your daily eating patterns. For more info visit the 5 A Day website at: [www.cdc.gov/nccdphp/dnpa/5aday/](http://www.cdc.gov/nccdphp/dnpa/5aday/) Español: [www.cdc.gov/nccdphp/dnpa/5AlDia](http://www.cdc.gov/nccdphp/dnpa/5AlDia)

## SAVE THE DATE!

### Wisconsin's Comprehensive Cancer Control Plan Transition to Implementation Summit

Thursday, April 21, 2005

8:30AM-4:00PM

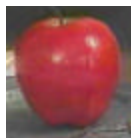
Marriott Madison West Hotel

Middleton, WI

Registration information to follow

Together we will  
put the WI CCC  
Plan into action!

Prevention  
Screening & Detection  
Treatment  
Quality of Life  
Palliative Care



## 5 A Day Recipe

### Hot Apples with Oat Topping

#### Ingredients

4 tart apples  
2 Tbsp cornstarch  
1/4 cup maple syrup  
2 tsp lemon juice  
1 tsp ground cinnamon

#### Oat Topping

1 cup quick-cooking rolled oats  
2 Tbsp maple syrup  
2 tsp oil  
1 tsp vanilla

#### Directions

Peel & core apples. Cut into chunks. Place in 9" glass pie plate and toss with cinnamon. Stir well. Cover with vented plastic wrap & microwave high for 6 min. Let stand for 5 min.

#### For oat topping

Place oats in another 9" glass pie plate. Drizzle with maple syrup, oil, & vanilla. Mix well. Microwave high for 1 min. Stir well. Repeat 3-4 times, or until oats are crisp. Sprinkle over apples. Makes 4 servings.

#### For more information:

Amy Ellestad, Program Director  
Comprehensive Cancer Control  
WI DHFS- Division of Public Health  
1 West Wilson Street, Rm 218  
Madison, WI 53701  
Phone: 608-261-6857  
Fax: 608-266-8925  
Email: [ellesaj@dhfs.state.wi.us](mailto:ellesaj@dhfs.state.wi.us)

Check out the WI CCCP website for plan updates.

[http://dhfs.wisconsin.gov/dph\\_bcdhp/cancer/index.htm](http://dhfs.wisconsin.gov/dph_bcdhp/cancer/index.htm)